Rockingham County
Purchasing Office
Governmental Center
371 NC 65, Suite 209
Wentworth, NC 27375

REQUEST FOR INFORMATION
ROCKINGHAM COUNTY ECONOMIC DEVELOPMENT REDESIGN
RFI-2605

Rockingham County Economic Development (RCED) is seeking information from qualified web design and development firms for the creation of a new website — ww.gorockinghamcountync.com

Companies interested in submitting a response for this RFI may obtain additional instructions or details not clearly outlined in the RFI from Amanda Crumpler, Purchasing Officer (acrumpler@rockinghamcountync.gov), or Tara Martin, Marketing Manager, Rockingham County Economic Development (tmartin@rockinghamcountync.gov).

Electronic responses are due by 5:00 pm on February 13, 2026, to Tara Martin at tmartin@rockinghamcountync.gov. Questions regarding this RFI must be submitted via email no later than 2:00 p.m. on January 30, 2026. Responses to the questions will be posted to the County's website as an addendum.

Rockingham County invites and encourages participation in this procurement process by minority-owned businesses, women-owned businesses, and businesses owned by disabled persons. Rockingham County reserves the right to reject any or all proposals submitted, to waive technicalities and informalities in bidding, and to accept a proposal other than the lowest submitted if such is in the best interest of the County. Minimum qualifications are required as specified in the RFP, but any additional information is accepted as well.

Amanda Crumpler

Amanda Crumpler
Rockingham County Purchasing

01/20/2026
Date

Rockingham County Economic Development
Request for Information: Rockingham County Economic Development Website Redesign

Introduction

Rockingham County Economic Development (RCED) is seeking information from qualified web design and development firms for the creation of a new website — www.gorockinghamcountync.com

The purpose of this RFI is to gather details about available services, design approaches, and estimated costs associated with developing a professional, user-friendly, and modern website that promotes business growth and investment in Rockingham County, North Carolina.

This RFI is for information and planning purposes only and does not constitute a solicitation or request for proposals. Responses will be used to help RCED better understand current market capabilities and potential pricing before issuing a formal Request for Qualifications (RFQ) or Request for Proposals (RFP).

Project Objectives

The primary objective of this project is to develop a modern, accessible, data-driven economic development website that supports business attraction, site selection, and long-term economic growth for Rockingham County. As such, the site must:

1. Enable business attraction and site selection by providing site selectors and corporate decision-makers with fast, accurate, and data-driven information to evaluate Rockingham County, including customizable reports.

2. Clearly communicate Rockingham County's economic value proposition by showcasing its competitive advantages, target industries, and regional positioning.

3. Deliver an accessible, user-focused public website that meets WCAG 2.1 AA standards and serves multiple audiences through an intuitive, mobile-friendly design.

4. Establish a sustainable, scalable digital platform that supports ongoing updates, data integration, lead generation, and future economic development initiatives.

Requested Information

Firms are invited to provide the following:

1. Company Overview – Brief description of your firm and areas of expertise.
2. Relevant Experience – Examples of similar websites completed for economic development, including the cost breakdown and/or total project cost.
3. Approach – General overview of your design and development process.

4. Estimated Cost Range – Approximate budget range or pricing model for a project of this size and scope.
5. Additional Notes or Recommendations – Any insights regarding CMS platforms, hosting, or best practices.

Submission Instructions

Please submit one (1) electronic PDF response by 5:00 p.m. on February 13, 2026, to:

Tara Martin
Marketing Manager, Rockingham County Economic Development
Email: tmartin@rockinghamcountync.gov

Questions regarding this RFI may be submitted via email no later than 2:00 p.m. on January 30, 2026. Responses to questions will be posted to the County's website as an addendum, no later than February 4th, 2026.

Additional Information

Responses to this RFI are not binding and will be used solely for research and planning purposes.

Rockingham County is an Equal Opportunity Employer and encourages participation from small, minority, and women-owned businesses, as well as historically underutilized firms.